

MOTORING

BY HOWARD S. FISK.

ALTHOUGH the automobile business is in a more flourishing condition at the present time than at any time in the history of the industry, it is also a well known fact that there has never been such a shortage of cars in years. In nearly every instance factories are held up on account of parts and the beginning of another month finds the situation unchanged to any appreciable extent.

One of the principal reasons why manufacturers have not been able to keep pace with the orders for automobiles is due to the steel companies being unable to furnish material with which to carry on the work. Many of the automobile manufacturers have been approached with orders for scrap metal and other war material, but these requests have been steadily refused. Representatives of foreign governments have visited several of the factories, but have been unsuccessful in their efforts. The manufacturers are more desirous of turning out motor cars for their patrons than furnishing munitions of war.

Orders still continue to pour into the various factories throughout the country and every effort is being made to supply the demand for cars. Many of the factories are not even turning out half of their daily production, for which orders have been received, and naturally this situation is having a distressing effect on those engaged in this great and growing industry. One manufacturer told me that a certain amount of steel scrap used on his type of car was holding up his entire production. Aluminum has soared high in price within the past few months, and this is just another instance where scarcity of this material is tying up productions at factories.

Dealers Want 1916 Allotments.

A vast number of dealers have signed their contracts earlier this year than ever before, and appeals are now being made by them for their 1916 allotments. Conditions are rapidly improving, however, and ere long the daily productions will have increased to such an extent that the maximum production will be reached. About the middle of the present month will find nearly all the factories running full time and overtime in an effort to catch up with the orders which are now on file, and have been for some time past. The reduction in price of the 1916 models by the majority of the manufacturers has also been responsible to some extent for the great rush for cars of the 1916 type.

One of the liveliest plants in Indianapolis was that of the Cole Motor Company, where at the present time an unusual condition exists due to the untimely building of business at this season of the year, the company finding it necessary to increase its orders for material, which it has been fortunate in being able to do of long-established connections with large unit builders of known strength and volume of production.

The past year has been one of the best in the history of the company, with every indication that the season upon which the company is now entering will exceed by several million dollars the business of any previous year. During the last three months of the fiscal year just closed the Cole Motor Company shipped approximately 100 cars a week to all parts of this country, and including most of the foreign countries. At the present time records show the Cole dealer list is larger by far than ever before in the history of the company.

J. J. Cole, president of the company, stated that while the stockholders were naturally gratified at the showing made during the year, despite the untoward conditions brought about by the European war, in his opinion the coming year would be by far the best in the history of the industry, and that the general feeling of confidence so clearly shown by the present demand for motor cars, with bumper crops assured by government reports, will bring about a prosperous era for all lines of business, including the manufacture of automobiles.

National Motor Vehicle Company.

The National Motor Vehicle Company, according to George M. Dickson, general manager, is working to capacity with more orders than it has ever had before at any one period since the foundation of the National factory fifteen years ago. "This flourishing condition," said Mr. Dickson, "would be possible if our country was not so sound and prosperous. One can concoct theories and jump at conclusions all they please, but the fact remains that this industry is enjoying the greatest activity since its inception. Every responsible factory is standing by the side of this increased business. One might suppose—and, in fact, many did predict it—that when the war in Europe caused uneasiness in this country the automobile industry would be short full of holes. To disprove this, any one can verify this statement, namely: That never before was there such a scarcity of cars of reliable make in the history of building cars.

"Now and then we hear or read of some business that says it is 'off' because of alleged adverse conditions. Then may be true, but it seems like a paradox to compare with that pessimist condition the fact that there with increased outputs by most automobile factories, there exists a flagrant shortage of the well known cars. Some of the less cheerful business men laugh at the automobile men because they had sufficient faith to go ahead in the face of alleged depression.

Plant Running Full Time.

The plant is now running full time, with about 500 men employed daily. A contract was let last week for a new building 48x230 feet and two stories high, adjoining the present plant. The outlook for the 1916 season of six and twelve cylinder cars is exceptionally

good, according to officials with whom I conversed.

Another large plant which has adopted six and twelve cylinder models for the coming year is the Pathfinder Company, also located in Indianapolis. A number of new changes have recently been made in the organization, and it is in better shape today than at any time in its history. The past season was a successful one, and the coming year promises to eclipse the past one. About 2,500 cars will be produced during the next twelve months, which will keep the plant running to full capacity. The plant is a mammoth one, and is at this present time engaged in producing the new models.

W. E. Stalnaker, one of the foremost retail automobile dealers in the United States and who has the record of placing more high-grade cars on the boulevards of Chicago than any one dealer, has just become vice president and manager of sales of the company. Associated with him is another "live wire," St. Clair Cozzen, who for the past five years has been automobile editor of the Chicago Daily Journal. Mr. Cozzen has been connected with the automobile industry for eight

years, and has been making a tour of the country visiting dealers and has found conditions to be just as flourishing as they were two months ago. Everywhere the motor fever has gripped Americans and there is but little doubt that the industry will continue to thrive, according to President Smith. In the east he found dealers under ideal conditions, the buildings being of modern construction throughout. With the opening of this factory at Anderson, Ind., it was designed originally for the manufacture of motor cars, and very little actual reconstruction brought it up to the very newest and approved arrangements. The new factory, which measures up to what will be found in the largest and most successful plants in the automobile market. The company are of brick and cover approximately one-third of the ten acres. A test track has been provided on the grounds. Special switching facilities are built in and plans have been laid for the big-

Premier Factory Working Full Time.

The Premier factory is working at full force every day, turning out cars for immediate shipment. The demand for cars has been so great this year that an additional force of men was set to work early in the year, and even with this added help dealers are selling so many cars that it has been difficult for the factory to keep step with the orders which reach the Indianapolis plant every week.

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volume production for the coming season. Mr. Gibson, the new president of the company, enjoys the distinction of being one of the most experienced motor car presidents in the industry—at least, so far as the actual dealer knowledge goes. He has at various times sold almost all of the well known cars on the American market. He began his career as a bicycle repair man. The Anderson plant is daily the rendezvous for prospective buyers and dealers from all over the middle west, and it is nothing unusual for an occasional visitor to drop in from the Pacific coast or from the extreme eastern territory.

Haynes Company Celebrates.

The Haynes Automobile Company at Kokomo, Ind., last month celebrated the twenty-third anniversary of the motor car—for it was Elwood Haynes who that number of years ago began the construction of the "horseless carriage"—the little machine that gave birth to the American automobile industry. The first public appearance of the Pioneer car was on July 4, 1891, when it ran for about three miles on the country roads near Kokomo, Ind., at a speed of between six and seven miles per hour. The original Haynes car was equipped with a one-cylinder motor. But the one car built during the first "season." The Pioneer car is now in the Smithsonian Institution in this city as a national exhibit.

In 1895 a two-cylinder Haynes was entered in the Chicago Times-Herald contest and won the first prize of \$150 for having the best balanced motor. Fifty cars were built in 1898 in spite of the warnings of advisers that the horseless carriage was only a plaything for the rich. The market did not seem to be oversupplied by the end of the year and a greater production was planned for the following season. With a production of 4,000 cars, which were closed out early in the season, plans have been completed and work is now being rushed on the 7,000-car production for 1916. About 200 cars of the new models are now being shipped from the Kokomo plant weekly.

The company has just terminated the most prosperous season in its history. In that during the past season the dealers' organization has been increased by 15 per cent; the company is now said to be the leading automobile producer in the Hoosier state, and extensive factory additions have quite recently been made. A. G. Seiberling, general manager, recently announced a change in the organization to meet the increased volume of business. R. Crawford has been appointed general sales and advertising manager; D. L. Weston is now sales manager, and J. L. Larkin, previously sales promotion manager, has been appointed assistant sales manager. S. A. Merinbaum has been appointed to the office of sales promotion manager. H. A. Minchile succeeds Mr. Merinbaum as advertising manager. H. R. Perry retains the position as assistant advertising manager, to which he was quite recently appointed. Charles M. Lejante, formerly purchasing agent, is now assistant to the general manager, and W. G. Kibler takes the office of purchasing agent.

Just across the street from the present factory a large two-story, brick building is nearing completion. In this building will be an elaborate showroom, where the various models produced will be placed on exhibition. The building will also contain the executive offices. The company has purchased a large tract of land, where a modern paint shop will be erected. A four-story building will also be constructed along the railroad tracks for

(Continued on Fifth Page.)

NEW PATHFINDER OFFICIALS.



W. E. STALNAKER.

ST. CLAIR COZZEN.

years in a publicity capacity, and has done much for the industry. This new policy of securing for the heads of the sales department men who have been in actual touch with the automobile dealer's and buyer's position was favorably commented upon in motor circles in Indianapolis.

Plan of Effective Co-Operation.

Behind the 1916 Pathfinder car has been installed one of the most comprehensive and effective co-operation plans for the dealer and owner that I have ever heard of. According to Mr. Stalnaker, with whom I had a long talk on the automobile situation, the automobile industry is changing constantly, and from various reports which came to my observation, the company has hit not only on the right idea, but one that ought to have been inaugurated by the automobile manufacturers many years ago. The plan which the new officials have arranged is, it is said, will tend to build up a successful share of our car. We believe at the same time protect owners of this particular make of car, when in any part of the country.

"Our business has been very satisfactory during the past several months," said F. P. Moskovits, commercial manager of the Norfolk & Marmion Company, makers of the Marmion car, "and the west has been taking a large share of our cars. We believe that there is even a larger field for cars west of the Mississippi, and we are expanding by leaps and bounds in order to take care of this territory. Mr. Moskovits is prominent in the Society of Automobile Engineers, being chairman of the Indiana section, which promises to be one of the "live wires" of the interorganization of the society. The chairman of the Automobile Engineers has done a great work that the average motorist does not appreciate," he told me. "For instance, parts have been standardized and standards have been set up so that nuts and bolts are interchangeable, and now the motorist can find what he wants for his car without any great difficulty."

"Jig Meetings."

A matter which appealed to me in this plant was the absolute co-operation in all of the various departments, which is necessary in an automobile factory, which is probably the only means by which a really scientific system can be worked out in building a motor car. The department where the actual mechanics work is done must work with every other. And these, in turn, must work in unity with the sales force and the powers that be "up front." One of the most interesting features of the day's work at the Marmion plant is the "jig meeting," which is held at least once a day and sometimes twice a day. At these meetings the factory superintendent and engineers gather to formulate their plans. Each department is taken up by the entire meeting, and its exact plan is laid out so as to work to the greatest advantage with the rest of the factory. Suggestions are made and discussed, and when the meeting is over every foreman is informed, not only of what is to be done in his department, but also of what is going on in every section of the plant.

Should anything unforeseen occur that would cause the absence of a single head, the work of his department would go on just as smoothly as if he were there. The working out of this system of interorganization and operation was a natural growth in the factory. Its effect is noticeable in

New Factory of the Empire Co.

The occupation of a splendid, new factory, which will increase manufacturing facilities fully 100 per cent, is the latest development in the progress of the Empire Automobile Company, which is now engaged in the production of a big, low-priced six-cylinder car for the coming season. The new factory, in which the new models will be built, is known as one of the ideal manufacturing plants of Indianapolis. With a floor space of 100,000 square feet, facilities are offered for vastly increased production. Workmen will also labor under ideal conditions, the buildings being of modern construction throughout. With the opening of this factory at Anderson, Ind., it was designed originally for the manufacture of motor cars, and very little actual reconstruction brought it up to the very newest and approved arrangements. The new factory, which measures up to what will be found in the largest and most successful plants in the automobile market. The company are of brick and cover approximately one-third of the ten acres. A test track has been provided on the grounds. Special switching facilities are built in and plans have been laid for the big-

New Plant of Madison Motors Co.

The new plant of the Madison Motors Company, at Anderson, Ind., is now well under way with its production, and Cecil Gibson, president of the Hoosier company, said that deliveries were coming through in good order. The plant of the company comprises ten acres in almost the heart of Anderson, Ind. It was designed originally for the manufacture of motor cars, and very little actual reconstruction brought it up to the very newest and approved arrangements. The new factory, which measures up to what will be found in the largest and most successful plants in the automobile market. The company are of brick and cover approximately one-third of the ten acres. A test track has been provided on the grounds. Special switching facilities are built in and plans have been laid for the big-

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Beautifully finished 5-passenger touring cars, in finer condition than when they left the factory, completely equipped, with electric starter, electric lights, storage batteries and generator, high-tension magneto, etc., etc., at prices from \$—; no, I will not give you the price here. Call and see me.

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ANNOUNCEMENT

The following prices f. o. b. Detroit, effective Aug. 2, 1915:

Ford Runabout.....	\$390.00
Ford Touring Car.....	440.00
Ford Town Car.....	640.00

No speedometer included in this year's equipment, otherwise cars fully equipped.

There can be no assurance given against an advance in these prices at any time. We guarantee, however, that there will be no reduction in these prices prior to Aug. 1, 1916.

Profit-Sharing with Retail Buyers

On August 1, 1914, we made the announcement that if we could make and sell at retail 300,000 Ford cars between August 1, 1914, and August 1, 1915, we would share profits with the retail purchasers, to the extent of from \$40 to \$60 on each car. We have sold over 300,000 Ford cars in the time specified, and profit-sharing checks of \$50 each will be distributed as rapidly as possible after August 15, 1915. Retail purchasers who have not yet mailed us their profit-sharing coupons, properly indorsed, should do so without delay.

Our plan to profit-share with retail purchasers of Ford cars during 1914-15 has been most successful. We thoroughly believe in it, but, realizing the uncertainty of conditions generally makes it advisable to defer any announcement of future profit-sharing until a later date.

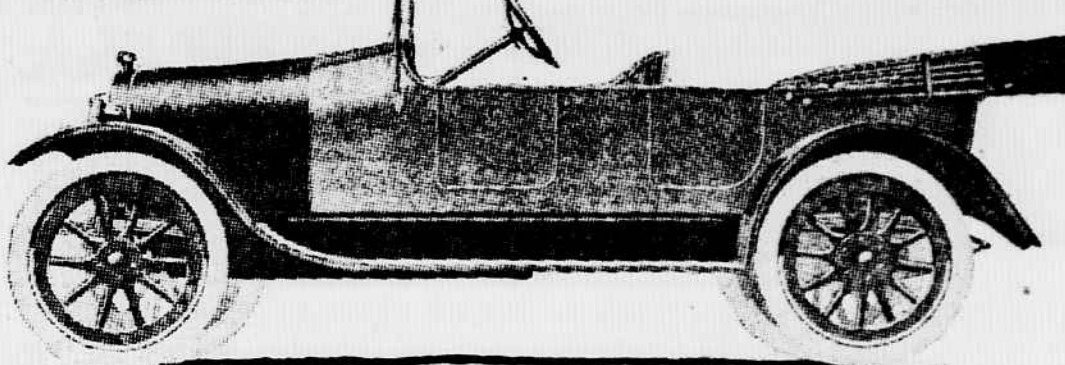
We are, however, confident of our inability to reduce costs for several months, and therefore can offer no profit-sharing for cars delivered during August, September and October, 1915.

Ford Motor Company
DETROIT

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TOURING CAR

\$435

F. O. B. factory fully equipped. Electric starting and lighting system \$50 additional.

A car that will hold the whole family easily, that will take them in solid comfort anywhere they want to go—and that they will be proud to be seen in. Take your family out for an Argo ride and prove it.

Argo owners are proud of the appearance of their car. The Argo looks the thoroughbred. Its performance bears out its looks.

Comfortable, easy riding, roomy—it gives you all the pleasure of motoring at minimum cost. Owners say that "it costs more to walk than to ride in an Argo."

The car you've hoped for, at a price you never expected.

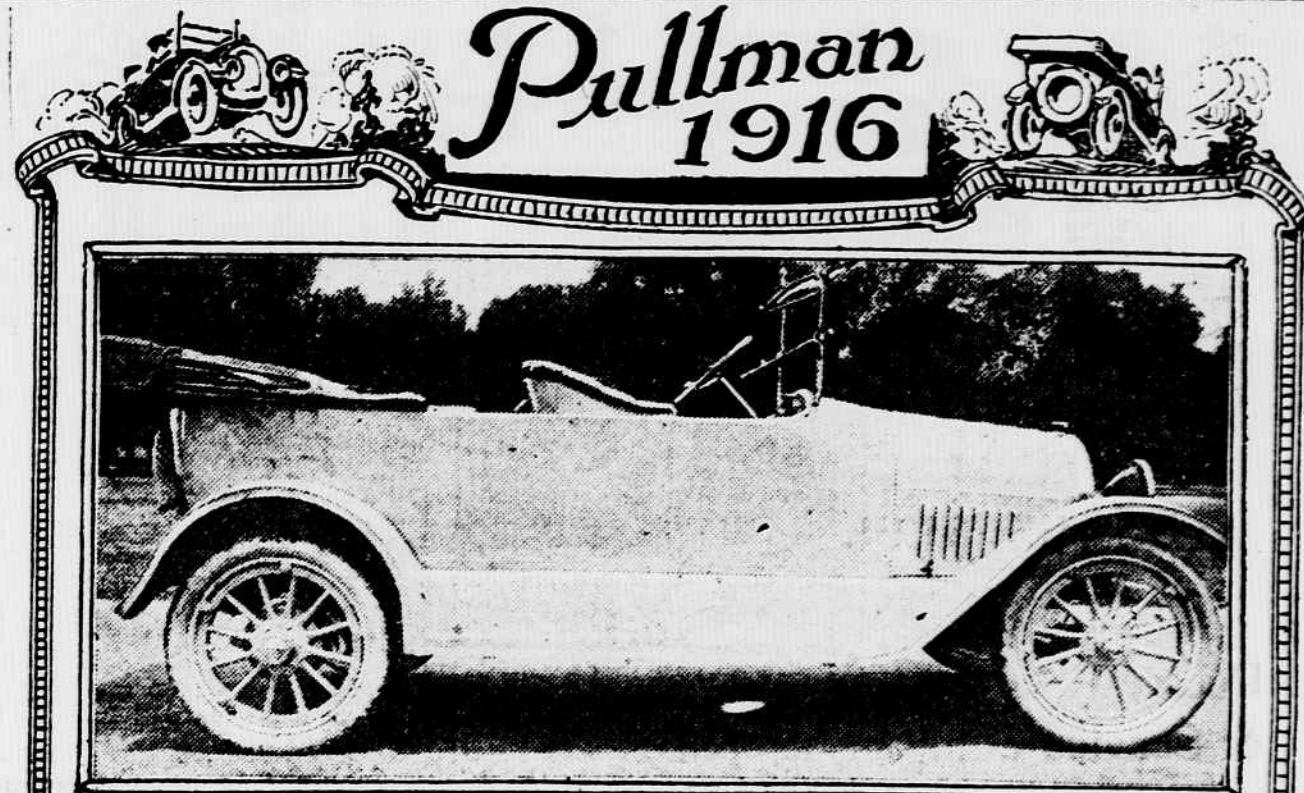
ROADSTER

\$385

F. O. B. factory fully equipped, 4-cylinder, shaft drive, standard tread. Electric starting and lighting system \$50 additional.

There is still some unallotted territory in Va., West Va. and Md.

SMITH MOTOR SALES COMPANY, 2017 14th St. N.W.



If You Can Buy a Better or More Handsome Car Under \$1,000, Don't Consider the 1916 Pullman at \$740

It is the handsomest, largest, best equipped, and easiest riding car in AMERICA selling under \$1,000.

It is the most powerful car in AMERICA at the price and will climb any hill on high gear that the average six cylinder car will negotiate.

It gives more miles per gallon of gasoline and per tire than any car in AMERICA at the price.

It offers absolutely the biggest value in AMERICA for the money and

It Is Absolutely the Only Car Built Under \$1050 with the Following Complete Specifications and Equipment

35 H. P. Motor.	Gasoline Indicating Gauge.
114-inch Wheel Base.	Set of Tools and Tire Repair Outfit.
4-inch Non-Skid Tires All Four Wheels (guaranteed for 4,000 miles).	Largest and Most Comfortable Body Built.
Genuine Leather and Hair Upholstery.	Rear Seat 50 Inches Wide (same width as large six cylinder cars).
One Man Top.	Ample Leg Room For Driver.
Full Floating Rear Axle.	Demountable Rims With One Extra.
Baked-on Enamel Body Finish.	Speedometer, Robe and Foot Rails.
Patented Cantilever Springs.	

Factory Three Hours From Washington

Our allotment for Washington consists of only 200 cars. We now have advance orders for nearly fifty cars and would therefore suggest an early demonstration as all orders will be filled in the order of their receipt.

A demonstrating car will be sent to your office or residence upon telephone request.

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